

# TOYOTA CUSTOMER SERVICES

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    Information

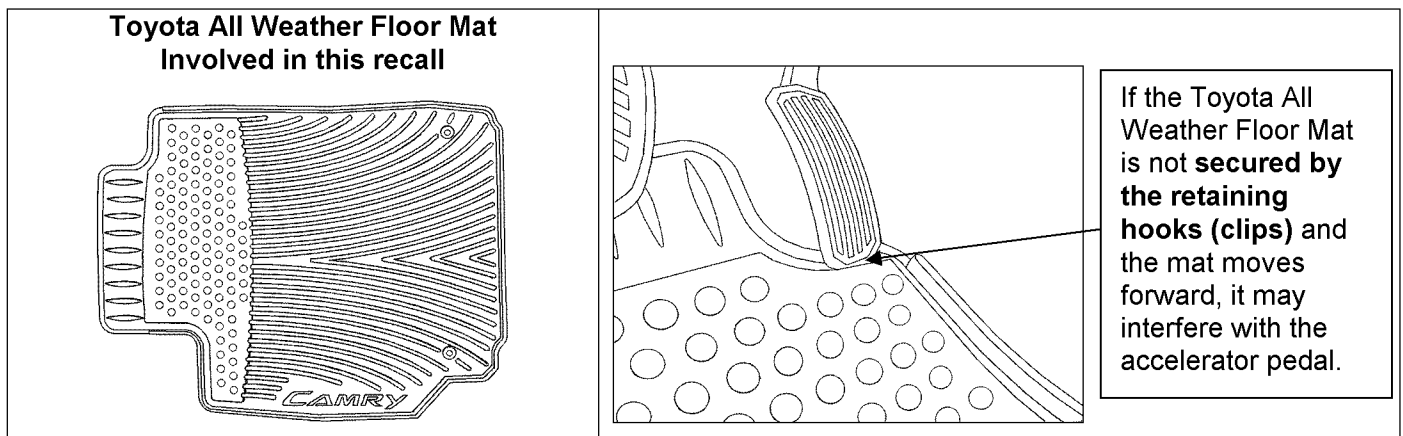
TO: ALL REGION/PRIVATE DISTRIBUTOR GENERAL MANAGERS/  
VICE PRESIDENTS

FROM: DAVE ZELLERS,  
VICE PRESIDENT, PRODUCT QUALITY & SERVICE SUPPORT

SUBJECT: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F  
(2007 AND EARLY 2008 MODEL YEAR CAMRY, DRIVER'S SEATING POSITION  
TOYOTA OPTIONAL ALL WEATHER FLOOR MAT)

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Toyota will initiate a Safety Recall (Special Service Campaign) on certain Toyota optional All Weather Floor Mats (floor mats constructed from heavy duty rubber). The recall campaign involves approximately 30,500 Toyota optional All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year Toyota Camry vehicles. If the optional Toyota All Weather Floor Mat (either by itself or if it is placed on top of the existing carpeted floor mat) is not secured by the retaining hooks and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position.



The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

1. **Dealer Letter Mailing Date**

The attached Dealer Letter will be sent to all Toyota dealers in mid-September, 2007.

2. **Owner Notification Mailing Date**

The owner notification will commence in late September, 2007, approximately one week after the dealer notification. **Owners will be notified of the recall and advised that a second notification will be provided once the new floor mat becomes available in a few months.**

Only vehicles equipped with the Toyota All Weather Floor Mat are involved. However, as the Toyota All Weather Floor Mat is also available as a Dealer installed option and as an over-the-counter accessory, all owners of 2007 and early 2008 model year Camry vehicle will be notified. Customers will be provided with a return postcard so they may indicate that their vehicle is NOT equipped with the optional Toyota All Weather Floor Mats so the SSC can be turned off for that vehicle. Once the customer returns the postcard with the inspection results to TMS, dealers will not be able to file an SSC claim.

Please note that only owners of the affected vehicles will be notified in the second mailing.

3. **Region/District Summary Reports**

As the owner letter and postcard will be mailed directly to the vehicle owner, summary reports will not be included for this SSC.

4. **Replacement of the Front Driver's Seating Position Toyota All Weather Floor Mat**

Owners who do NOT have a Toyota All Weather Floor Mat may fill out and return the postcard enclosed with the owner letter. Owners who did not answer the question on the return postcard will receive another owner letter when the improved Toyota All Weather Floor Mat becomes available. ***This may take ??? to ??? months from the date of their request.*** A second campaign will be launched to provide additional information when the Toyota All Weather Floor Mats are ready for these specific owners that have completed and returned the postcard to Toyota.

In the meantime, if the customer experiences accelerator pedal interference, owners will be requested to follow certain suggestions as explained in the owner letter.

Please refer to the attached Dealer letter for additional information.

***Please review this entire SSC with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts.***

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A, INC.

Enclosures

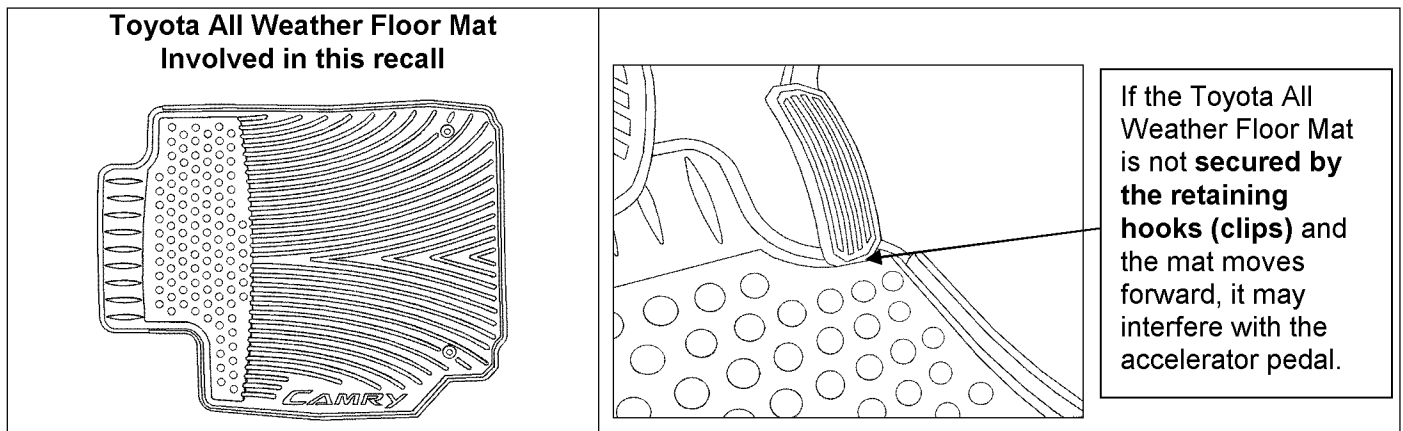
cc: Region/Private Distributor Assistant General Managers  
Region/Private Distributor Customer Service Operations Managers  
Region/Private Distributor Service Managers/Directors/VPs  
Region/Private Distributor Parts Managers/Directors/VPs  
Region/Private Distributor Customer Services Field Managers  
Region/Private Distributor Technical Services and Training Managers  
Region/Private Distributor District Service and/or Parts Managers  
Region/Private Distributor Customer Relations Managers  
Region/Private Distributor PDC Managers  
Region/Private Distributor Field Technical Specialists  
Region/Private Distributor Service Training Specialists  
Region/Private Distributor Vehicle Operations Managers  
All NAPC General Managers  
All TMS Sales Administration Managers  
All TMS Product Quality & Service Support Managers  
All Field Product Engineers

T. Anazawa	A. DeCarr	J. Lentz	M. Reding
K. Aoki	T. Doi	E. Matsuda	M. Rocco
J. Beseda	B. Ertmann	T. Matsuno	B. Smith
G. Borst	D. Esmond	D. Mercer	R. Specht
R. Broughman	W. Fay	M. Michels	J.
G. Bryan	J. Farley	I. Miller	Stempkows
W. Burns	N. Fein	T. Minyon	ki
A. Cabito	F. Fontanella	M. Morrison	H. Sunakawa
D. Camden	Y. Funo	T. Morrison	E. Taira
B. Carter	S. Haag	E. Nagano	T. Takada
J. Chernus	J. Hanson	T. Nagashino	J. Tetherow
G. Christoff	D. Illingworth	T. Nagata	A. Vaish
B. Cooper	R. Ito	D. Ogilvie	R. Walker
R. Daly	M. King	K. Ohara	R. Waltz
D. Danzer	J. Lang	D. Pettitt	K. Yamamoto
F. Davidson	R. LeFevre	R. Pflughaupt	

TO: ALL TOYOTA DEALER PRINCIPALS,  
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F  
(2007 AND EARLY 2008 MODEL YEAR CAMRY, DRIVER'S SEATING POSITION  
TOYOTA OPTIONAL ALL WEATHER FLOOR MAT)

Toyota will initiate a Safety Recall (Special Service Campaign) on certain Toyota optional All Weather Floor Mats (floor mat constructed from heavy duty rubber). The recall campaign involves approximately 30,500 Toyota optional All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year Toyota Camry vehicles. If the optional Toyota All Weather Floor Mat (either by itself or if it is placed on top of the existing carpeted floor mat) is not secured by the retaining hooks and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position.



The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

1. **Owner Notification Letter Mailing Date**

The owner notification will commence in late September, 2007, approximately one week after the dealer notification. ***Owners will be notified of the recall and advised that a second notification will be provided once the floor mat becomes available in a few months.***

Although only vehicles equipped with the Toyota All Weather Floor Mat are involved, as the Toyota All Weather Floor Mat is also available as a Dealer installed option as well as over-the-counter, all owners of 2007 and early 2008 model year Camry vehicles will be notified. Customers will be provided with a return postcard so they may indicate that their vehicle is not equipped with the optional Toyota All Weather Floor Mat so the SSC can be turned off for that vehicle. Once the customer returns the postcard with the inspection results to TMS, dealers will not be able to file an SSC claim.

2. **Dealer/Owner Lists**

As the owner letter and postcard will be mailed directly to the vehicle owner, dealer/owner lists will not be included for this SSC.

3. **Number and Identification of Involved Vehicles**

There are approximately ???,000 Camry (2007 though early 2008 model year) vehicles involved in the U.S. However, the vehicle must also be equipped with the port, dealer or customer installed Toyota All Weather Floor Mat for the replacement to apply. We believe there are approximately 30,500 vehicles nationwide equipped with the Toyota All Weather Floor Mat.

Model	WMI	Year	VIN Range	
			VDS	Range
Camry	????	2007		
		2008		

4. **Parts Ordering**

**Dealerships do not need to order Toyota All Weather Floor Mats at this time.** A notice will be sent to your dealership when the new Toyota All Weather Floor Mats are available.

Owners who did not answer the question on the return postcard will receive another owner letter when the improved Toyota All Weather Floor Mat becomes available. ***This may take ??? to ??? months.*** A second campaign will be launched to provide additional information when the Toyota All Weather Floor Mats are ready.

[Place holder for instructions to return in-stock parts]

**5. Request for Dealer Support**

During our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if your dealership sells a non-Toyota floor mat, please make sure they are also properly secured using the appropriate retention device and not place on top of another floor mat. Also, more than one floor mat should never be used in the driver's seating position, as the vehicle is designed to accommodate only one floor mat at a time.

Until the improved driver's seating position All Weather Floor Mat is ready, during a customer's service visit, we request your assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. We also request your assistance in advising customers to regularly verify that their floor mats are secured. Good times for customers to check are after filling the vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc.

**6. Customer Reimbursement**

If a customer with an involved vehicle has previously paid for the replacement of the Lexus optional All Weather Floor Mat for this specific condition prior to receiving this letter, please mail a copy of your repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration. Please note that damage incurred from abuse, theft, vandalism and/or other impact is not covered by the Special Service Campaign:

Toyota Motor Sales, USA Inc.  
Customer Experience Center, WC 10  
19001 South Western Avenue  
Torrance, CA 90509

They must include their name, address, and telephone number(s) in the request. If they purchased the Toyota All Weather Floor Mat over-the-counter, please have them include the receipt for the purchase of the Toyota All Weather Floor Mat. It will take approximately 4 to 6 weeks to review their request.

**7. Warranty Processor Instructions**

In the event a customer would like to immediately return the All Weather Floor Mat for a refund, please file a claim using the operation code provided. The dealership will require the customer's Vehicle Identification Number for the claim.

SSC #	Op. Code	Description	Flat Rate Hour
70F	??????	Customer Reimbursement of the All Weather Floor Mat	?.? Hr/Veh

**NOTE:**

Above flat rate time(s) include 0.1 hour for campaign administrative cost per unit for the dealership.

Reimbursement is limited to the cost of the Toyota All Weather Floor Mat.

Each dealer must reimburse the cost of the Toyota All Weather Floor Mat. These costs are to be claimed as sublet type '??' on the warranty claim. The returned floor mats will be placed on Warranty Parts Recovery and dealers may be required to return the original floor mats to TMS. Floor Mats that are not returned will result in the claim being debited.

As required by Federal Regulations, please make sure that the recovered driver's seating position Toyota All Weather Floor Mat has been removed from the vehicle and destroyed in a manner in which it will not be reused.

***Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Special Service Campaign.***

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A., INC.